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OCTOBER 1, 1949

Bakers' Helper

THE BAKING INDUSTRY MAGAZINE

Onward!
**TO
ATLANTIC CITY**

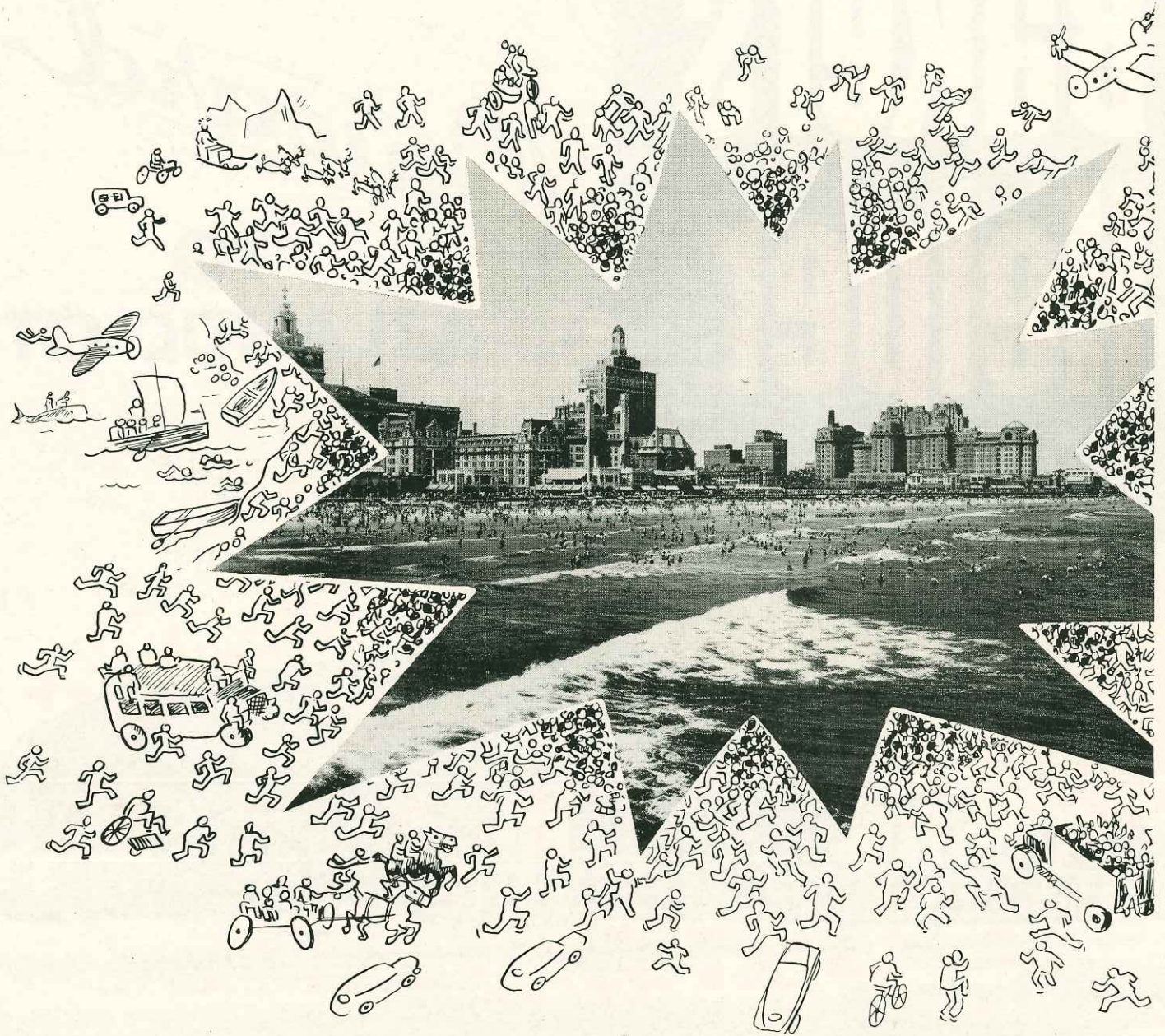
PAPER NO. —
OCT 18 1949
DIVISION 20



TOP PAID
CIRCULATION
IN THE
BAKING
INDUSTRY

Special Convention Section

Everybody's Going



YES — bakers and allied tradesmen, their wives and families, their friends and relatives will converge on Atlantic City on October 15-20. The baking industry will recall its past experiences and, what is more important, formulate important thinking and planning for the years just ahead. The official title of this mammoth meeting is: 1949 BAKING INDUSTRY EXPOSITION AND CONVENTION of the AMERICAN BAKERS ASSOCIATION. Co-operating with the ABA will be the

Bakery Equipment Manufacturers Association.

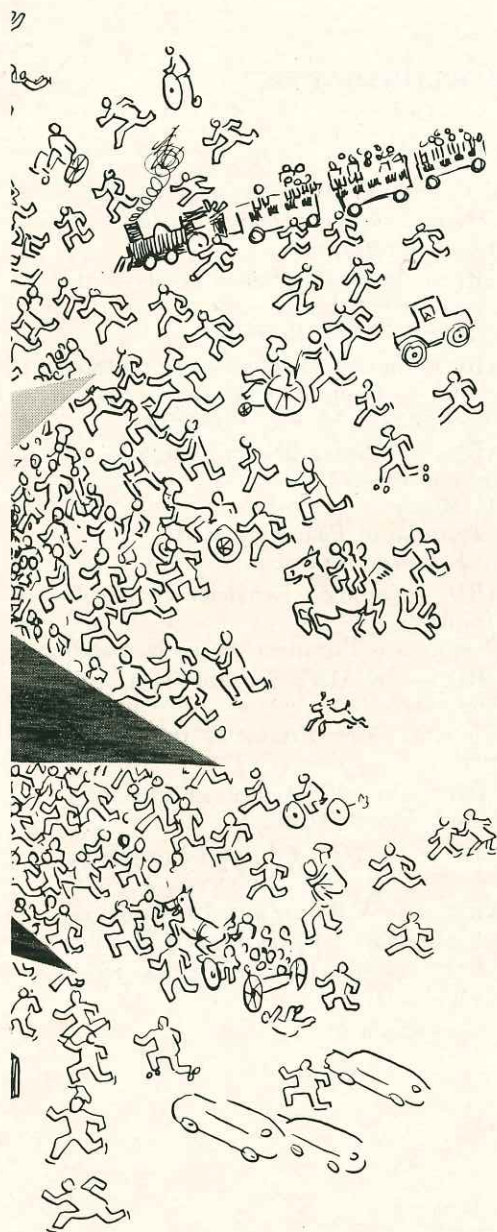
This will mark the first exposition since 1936 — the one before that was held in 1930. It isn't often that bakers have an opportunity to see so many things which affect their businesses — at least it's not possible to do so under one roof. Atlantic City Auditorium, the largest of its kind in the world, does have facilities to make this gigantic show possible under the most ideal conditions.

About 250 exhibitors will show members of the industry the latest developments in all types of machinery and equipment, ingredients and processes, services and ideas. The amount of space used for the exhibit will be about 90 per cent greater than the space used for commercial exhibits in 1936.

The basic objectives of all official phases of the exposition and convention will point the way onward to an even bigger and better baking indus-

Onward!

To Atlantic City



try with even higher quality and greater service to the consumer.

This 52nd year for ABA will also highlight streamlined business meetings especially designed to promote healthy discussion and sound planning for bakers in a minimum of meeting time. Conference topics will include production, sales, advertising and management phases of the baking industry. In addition to the general business sessions, there will be branch meetings for all segments of the industry.

Demonstrations to be held every day in the Auditorium will highlight the enormous technological strides which have been taken by the baking industry since the 1936 exposition. To get away from the desk or bench and see this progress in the light of his own business is the key to greater progress and success in the future for any baker.

The 1949 Exposition and Convention extends to every baker the opportunity to stand back, inspect his target, and make his calculations for the future. Pulling the trigger will then be a more effective — more profitable operation.

Atlantic City in October is a perfect vacation spot. Ideal summer-fall weather prevails. The famous Atlantic City Boardwalk is visited annually by some 15 million people. This structure is eight miles long and 60 feet wide. It

is so tremendous that a crew of carpenters is kept busy the whole year around just keeping its vast expanse of shaved timber in proper condition.

WEEK-END OFFERS EXHIBIT OPPORTUNITY

Bakers and their employees, associates and friends will have an excellent opportunity to review the exhibits over the October 15-16 week-end at Atlantic City.

The exposition opens at 10:00 a.m., on Saturday, October 15. The opening hour is 12:00 noon, Sunday, October 16. No conference sessions are scheduled for either days, thereby affording excellent free time to view all the exhibits and to scrutinize at least some of them.

From all calculations it is going to take more than these two days for most bakers and visitors to study the over 120,000 square feet of interesting exhibits.

In the following pages you will find detailed the various plans for the exposition and convention. It is not too late to plan on being in Atlantic City from October 15 through October 20.

Be There!

"There will be thousands of bakers and allied men in Atlantic City from October 15 to October 20. Even though Atlantic City is noted as a vacation mecca, these men will be engaged in the serious business of protecting their future in the baking industry. They want to know what is going on and we can assure them that everything is being done to make sure that their stay will be highly profitable and enjoyable.

"There will be many others who can not take the time from their businesses to be in Atlantic City. This is unfortunate because we know that they will miss much of value.

"Lastly, there will be those who will stay home and regret it later. To this group let me say that there is no reason for regret while there is still time to do something about it. Don't waste any more time — get the doubt out of your minds — arrange your reservations today!

"The opportunity to participate in a convention and exposition of the baking industry as gigantic as this 1949 meeting does not come very often in a business lifetime. Avail yourself of that rare privilege now!"



Harry W. Zinsmaster

Harry W. Zinsmaster
Chairman of the Board,
American Bakers Association.

Alert Yourself to the Future



Arthur Vos, Jr.

"The October, 1949 Exposition and Convention offers a rare opportunity for all types of bakers to inspect the latest up-to-the-minute developments in the industry, exchange ideas, and alert themselves even more than ever to the future outlook of a great industry. The baker who knows what is going on within his industry and outside of his own business is the man who knows best how to forecast the future steps he is to take.

"Bakers attending the October meeting will find the progress so far made and the possibilities for further advancement fully exemplified."

Arthur Vos, Jr.
President American Bakers Assn.

Onward!

Program of the 1949 ABA Convention

General Sessions

Monday, October 17
Grand Ballroom

H. W. ZINSMASTER
Chairman

- 10:00 a.m. Organ recital
- 10:05 a.m. Star Spangled Banner
INVOCATION
- 10:15 a.m. ONWARD — in the Baking Industry
Chairman's opening statement — H. W. Zinsmaster
- 10:30 a.m. Introduction of: ABA Governors, AIB Directors, BEMA Directors, ARBA Directors and Exposition Committee
- 10:40 a.m. ONWARD — in inter-industry relations
Exposition Committee Report by Exposition Committee Chairman, Gerard R. Williams
- 10:50 a.m. ONWARD — in American Bakers Association
ABA Secretary's and Exposition Committee Secretary-Treasurer's Report — Tom Smith
- 11:00 a.m. ONWARD — in the Baking Industry —
ABA President's Report — Arthur Vos, Jr.
- 11:15 a.m. ONWARD — Have No Doubt of the Future — Paul Helms
- 11:40 a.m. ONWARD — Bakers of America
Bakers of America Program Director, Walter Hopkins
- 12:45 p.m. Session Adjournment

Wednesday, October 19
Grand Ballroom

H. W. ZINSMASTER
Chairman

- 9:45 a.m. Organ recital
- 10:00 a.m. Session Chairman's Introductory Remarks
American Society of Bakery Engineers Session
Glenn E. Hargrave
- 10:05 a.m. ONWARD — in Quality Baked Foods — the
Engineers' Contribution
Harold Moody, ASBE President
- 10:25 a.m. ONWARD — in efficiency to insure profitable
operation — the Engineers' aim —
Don Copell, ASBE 1st Vice President
- 10:45 a.m. ONWARD — to better Bakery Design — the
Engineers' viewpoint —
Chas. E. Misch
American Institute of Baking Session
Louis E. Caster, Chairman
- 11:10 a.m. ONWARD — in AIB's Expanded Service to
the Industry —
AIB Chairman & President, Louis E. Caster
- 11:40 a.m. ONWARD — In AIB's Services in its new
Building —
AIB Executive Vice President, Howard O. Hunter
- 11:50 a.m. ONWARD — In AIB's Consumer Education
— Mrs. Gertrude Austin
- 12:00 M. ONWARD — In AIB's help on Bakery Sanitation —
Dr. Edward L. Holmes
- 12:10 p.m. ONWARD — in AIB's projected scientific research
program — Dr. William B. Bradley
- 12:20 p.m. ONWARD — in the AIB School of Baking —
William Walmsley
- 12:30 p.m. Session Adjournment

Branch Sessions

Wholesale Bread

Monday, October 17
Room 20, Third Floor, Auditorium

We have spent considerable time and effort in working up a program for the Wholesale Bread Branch Session, and I feel that it will be highly informative and worthy of the attendance of all wholesale bakers.



C. J. PATTERSON, JR.
Chairman

- 2:30 p.m. Call to Order
ONWARD — in serving customers —
— through bread sales
C. J. Patterson, Jr., Chairman, ABA Wholesale Bread Branch
Announcement of Appointment of Nominating Committee
- 2:40 p.m. ONWARD — in bread quality —
— an eminent authority
- 3:00 p.m. Discussion
- 3:05 p.m. ONWARD — in plant and product cleanliness — Robert C. Stanfill, Food and Drug Administration
- 3:25 p.m. Discussion

Onward!

- 3:30 p.m. ONWARD — in personnel selection and training — Gus W. Campbell, Gus W. Campbell Associates.
- 4:00 p.m. Discussion
- 4:05 p.m. ONWARD — in sales training —
— a visual presentation
- 4:35 p.m. Discussion
- 4:40 p.m. ONWARD — in informing the consumer —
Walter Hopkins, Director, Bakers of America Program
Discussion
- 4:50 p.m. Election of 1949-1950 Wholesale Bread Branch Committee and Chairman
- 5:00 p.m. Adjournment

Wholesale Cake

Friday, October 14

Carolina Room, Chalfonte Hotel

The Wholesale Cake Program at Atlantic City should be a constructive and interesting one. It will be the first real cake day that has ever been set aside at a National Convention.

The morning session will consist of a production panel and will be followed by a representative from the Pure Food and Drug Division, who will discuss the subject of sanitation, followed by a discussion on proper labeling of baked goods. The morning session will be under the co-chairmanship of Arthur Hackett of Drake Bakeries and Howard Tolley of National Biscuit Co.



ARTHUR J. ELLIS
Chairman

The afternoon session will be devoted strictly to a discussion on selling and merchandising, and will be under the supervision of Gus Fay.

The Wholesale Cake Division wishes to extend an invitation to all bakers who are interested in the manufacture of wholesale cake. The meeting will be a closed meeting for bakers and their employees.

- 10:00 a.m. Call to Order
ONWARD — in serving consumers with —
— high quality cake
— intelligently merchandised
Arthur J. Ellis, Chairman, ABA Wholesale Cake Branch
Announcement of Appointment of 1949 Nominating Committee
- 10:15 a.m. ONWARD — in cake quality production —
— efficiently made
— in clean bakeries
Howard Tolley, Panel moderator
Participating: Leading cake production men
Covering machinery, ingredients, packaging, wrapping, etc.
- 11:30 a.m. ONWARD — in cake plant sanitation —
— Food and Drug Administration representative
- 12:00 M. ONWARD — in cake labeling —
— Food and Drug Administration representative

- 12:30 p.m. Lunch recess —
Luncheon — Carolina Room — Chalfonte
(Reservations must be made)
- 2:30 p.m. ONWARD — in cake merchandising —
A presentation, in skit form, using Wholesale Cake and public representatives to point out ways to greater sales through a better understanding of consumer attitudes. Gus Fay, Director of Presentation
— Panel discussion
- 4:30 p.m. Election of 1949-1950 Branch Committee and Chairman
- 4:45 p.m. Session adjournment

Retail

Tuesday, October 18

Room 20, Third Floor, Auditorium

(Sponsored jointly by ABA and ARBA)

Never before have the Bakers of America had the opportunity to see and hear the likes of what is going to be theirs in Atlantic City come October 15th. Exhibits. Daily Demonstrations, interesting and constructive programs, good fellowship and fun.

Nothing has been spared to make it imperative that every last baker attend and no matter how far the baker has to travel or how much it costs it will surely be a good investment.

Our Baking Industry is alive and doing things, best we be progressive and keep up with its progress. Come to Atlantic City to do just that.



B. E. GODDE
Chairman

- 9:30 a.m.
to
11:30 a.m. Operating Bakery Demonstration — Parlor
"B," Boardwalk Floor (Morning demonstration only)
Frank Jungewaelter, Director
Walter Schuchardt, Assistant Director
- 2:00 p.m. Call to Order — Bern Godde
Announcement of Appointment of Nominating Committee
- 2:10 p.m. ONWARD — and Forward with Leadership
John Benkert
- 2:20 p.m. ONWARD — and Forward with Service —
Albert E. Wiehn
- 2:30 p.m. ONWARD — let's face Facts —
Robert Woods
- 2:50 p.m. ONWARD — With courage and Faith —
Walter Jennings
- 3:30 p.m. ONWARD — With a powerful Partner —
Retail Baker
- 3:50 p.m. ONWARD — Facing Forward —
Multiple Operator
- 4:10 p.m. ONWARD — With strength United —
Allied Representative
- 4:25 p.m. Election of 1949 ABA Branch Committee and Chairman
- 4:30 p.m. Discussion

Onward!

Multiple-Unit-Retail and Retail

Wednesday, October 19
Room 10, Second Floor, Auditorium
(Sponsored jointly by ABA and ARBA)

B. E. GODDE

Chairman

CO-CHAIRMEN

Otto Berchtold, Director ARBA

Arthur Pile, Multiple-Unit-Retailer

Frank Jungewaelter, Research-Merchandising Director ARBA

- 2:30 p.m. Call to Order
- 2:40 p.m. ONWARD — "Are We Doing All Possible to Invite and Hold Volume?" — Arthur Pile
- 2:50 p.m. ONWARD — Oven to Customer — Panel Discussion
Moderator — George Chussler
- 3:10 p.m. ONWARD in Shop and Store Modernization
John Clark
- 3:30 p.m. ONWARD in Merchandising and Advertising — Ludwig Zehe
- 3:45 p.m. ONWARD in Packaging and Wrapping — Allen A. Graessle
- 4:00 p.m. ONWARD — Public and Employee Relations
Joseph A. Goodhue, Jr.
- 4:15 p.m. ONWARD in Bakery Departments in large
Super Markets — Tom Awrey
- 4:30 p.m. ONWARD with the Bakers of America Program — Paul W. Zickgraff
- 4:45 p.m. ONWARD with Other Food Sales — (Ice Cream, Candy, Delicatessen & Frozen Foods) — Ernest Dorner
- 5:00 p.m. Session Adjournment

House-To-House

Tuesday, October 18
Room 15, Second Floor, Auditorium

There is a great deal of interest on the Pacific Coast with regards to attending the Convention, because all of the bakers are looking forward to one of the greatest exhibits and Convention programs ever held by the ABA.

As you know I have been working on the house-to-house Branch Session program and we have planned one afternoon of the Convention a very instructive and informative speaker's schedule. Also, on another day during the Convention our branch of the industry is going to hold an exhibit of baked goods and advertising material, sales promotional material, and route salesman equipment, which should be very interesting and worth while.

I am sure that any baker attending this Convention will find it worth his while to take time out from his business to be there.



CARLOS S. PICKERING

Chairman

- 2:30 p.m. Call to Order — Russell L. White, Chairman
ABA House-to-House Branch

Appointment of Branch Nominating Committee

- 2:40 p.m. Introduction of Program Chairman — Carlos S. Pickering
- 2:55 p.m. ONWARD — in "Handling Route Credits" — Richard L. Walker
- 3:20 p.m. ONWARD — in "House-to-House Advertising" — K. B. Arrington
- 3:50 p.m. ONWARD — in "The Operation of Delivery Trucks" — A. E. Friedgen
- 4:15 p.m. ONWARD — in "The Operation of Routes" — "Are You Flying by the Seat of Your Pants?" — Ernest H. Goldsmith
- 4:45 p.m. Election of 1949-1950 Branch Committee and Chairman
- 5:00 p.m. Adjournment

Wholesale Pie

Tuesday, October 18
Room 1, Second Floor, Auditorium

(In cooperation with the National Association of Wholesale Pie Bakers)

Because of the many uncertainties ahead of us we bakers should, more than ever, think, plan, consult and work together in every way possible.

Therefore it should be of the utmost importance to every baker in the nation to plan to attend our A.B.A. Convention at Atlantic City.

As Chairman of the Wholesale Pie Division I am extremely anxious to have a large attendance of pie men. The officers of this division have gone to a lot of trouble to work up a very interesting and constructive program for pie men's day. You will be the loser if you do not attend.



JAMES HENDERSON

Chairman

- 2:00 p.m. Call to Order
Chairman's Report — ONWARD — in Pie Program — James Henderson, Chairman
- 2:10 p.m. Report of Secretary and Treasurer — A. R. Noelte
Announcement of Appointment of 1949 Pie Branch Nominating Committee
- 2:30 p.m. ONWARD — in Research
Report on "Staphylococcus Food Poisoning Project" — Dr. G. M. Dack
- 2:50 p.m. "Treasure Island" — a film in color presented by — H. E. MacConaughy
- 3:15 p.m. ONWARD — in helping you to sell Apple Pies — Robert Eschmeyer
- 3:45 p.m. ONWARD — in our aim to help you sell raisin pies — Paul L. Johnson
- 5:00 p.m. Adjournment to Hotel for Dinner
- 6:30 p.m. Goodfellowship Dinner — Atlantic City Hotel
Report from F. W. Birkenhauer, our representative on ABA Board of Governors
General Discussion
Report from 1949 Pie Branch nominating committee and election of officers
Installation of New officers
- 8:30 p.m. Session Final adjournment

Onward!

Program Summary

1. Exposition Hours

Saturday — October 15	10:00 a.m. to 6:00 p.m.
Sunday — October 16	12:00 a.m. to 5:30 p.m.
Monday — October 17	1:00 p.m. to 5:30 p.m.
Tuesday — October 18	9:00 a.m. to 5:30 p.m.
Wednesday — October 19	9:00 a.m. to 5:30 p.m.
Thursday — October 20	9:00 a.m. to 5:30 p.m.

2. 1949 ABA Convention

Monday, October 17th ABA OPENING GENERAL SESSION including Members' Meeting and Bakers of America Program — 10:00 a.m. to 1:00 p.m.

Tuesday, October 18th ALLIED TRADES OF THE BAKING INDUSTRY luncheon Session and Meeting — Bakers and Ladies invited — 12:00 to 2:00 p.m.

Wednesday, October 19th ABA GENERAL SESSION — American Institute of Baking and American Society of Bakery Engineers participating — 10:00 a.m. to 12:30 noon.

3. ABA Branch Sessions

WHOLESALE CAKE — Friday, October 14th — morning and afternoon.

WHOLESALE BREAD — Monday, October 17th — afternoon.

HOUSE-TO-HOUSE — Tuesday afternoon, October 18th (exhibits).

Wednesday afternoon, October 19th.

WHOLESALE PIE — Tuesday afternoon, October 18th.

RETAIL — ABA BRANCH and ARBA — Tuesday afternoon, October 18th.

MULTIPLE-UNIT-RETAIL — Tuesday afternoon, October 18th.

RETAIL and MULTIPLE-UNIT-RETAIL JOINT SESSION, ABA and ARBA — Wednesday, October 19th.

4. Demonstrations

Each day Saturday through Thursday.

5. Chairman's and President's Reception

With Exposition Committee — 5:00 to 7:00 p.m., Sunday, October 16th, Auditorium Ball Room.

6. Annual Bakers Party—Dinner Dance

Ball Room, Auditorium Wednesday — October 19th.

7. Other Events

Monday, October 17th special entertainment top liner VAUDEVILLE SHOW, Warner Theatre, Atlantic City.

Allied Trades To Hold Annual Luncheon

J. U. Lemmon, Jr., president of the Allied Trades of the Baking Industry, has announced a tentative program for that organization's annual luncheon meeting, to be held on October 18, at 12 noon, in the Grand Ballroom of the Atlantic City Auditorium.

As was to be expected on the basis of past performances at Allied Trades annual meetings, the program promises a nicely balanced blend of interest, education and entertainment for the more than 2,000 Allied Tradesmen, bakers and guests who are expected to attend.

Following a brief business session for the election of officers, the elements of interest and education will be taken care of by Guest Speaker Andrew J. Crotty, president of the National Restaurant Association and pioneer in the business of mass industrial feeding. The provocative title of Mr. Crotty's talk — "The Restaurant Industry — Customer or Competitor" — promises a session in which every baker's self-interest will be deeply involved.

A full share of entertainment is also assured by scheduled presence of Ellis Baum and Fred Cobb on the same platform at the same time! It is believed that their skit will be devoted to the more lurid and laughable aspects of the Allied Trades and the Baking Industry.

William E. Derrick, chairman of the Program Committee, reports that arrangements are being made for the appearance of a third and closing program feature which will maintain the high standard already guaranteed by the definitely scheduled speakers.

Complete, though tentative schedule for the luncheon meeting is as follows: 12:00-1:30 p.m., Luncheon and Business Session; 1:30-2:00 p.m. talk by Andrew J. Crotty, Jr.; 2:00-2:15 p.m., Skit by Ellis Baum and Fred Cobb; 2:15-2:30 p.m. Closing Feature (to be announced).





Biggest Bakery Exhibit in History

THE Exposition setting is superb for this National event. The auditorium is 448 feet long and 288 feet wide, the largest single industrial Exposition Hall in the United States. It is located on Atlantic City's Boardwalk, affording a sweep of space unbroken by a single pillar or obstruction, except at the entrance under the balcony. The giant trusses of the ceiling curve majestically to a point 137 feet—the equivalent of a 13 story building—from the Boardwalk Exposition floor.

The "boardwalk" Exposition plan has been supplemented with space on the "street level" to which there is access from the Boardwalk Level by two stairways, one at either end of both levels. The plans for both floors are designed to assure an even flow of traffic

throughout all parts of the Exposition. The aim is for spaciousness afforded by an "OPEN TYPE" Exposition with height limitations—except for equipment shown—in all but wall space units. Provision was made for such changes in these plans as would seem to warrant assuring the best results for both baker attendants and exhibiting firms.

HOTELS

Atlantic City HOTELS are within easy walking distance of the Auditorium. A special housing bureau has been established by the management to facilitate hotel arrangements. A hotel room application form has been provided to be filled out and mailed direct to: The 1949 Baking Industry

Housing Bureau, Central Pier, Atlantic City, New Jersey.

NATIONAL CONVENTION IN CONJUNCTION

The plans for the Exposition period include the 1949 National Convention of American Bakers Association. The Association is now in the 52nd year of its operation. Branch sessions, as well as meetings of the Bakery Equipment Manufacturers Association and of other industry organizations, will be held concurrently with the Exposition and under the same roof. (The only exception to this tentative program at the present time is the ABA Wholesale Cake Branch which has asked for a "full day" on Friday, October 14th.)

The individual exhibits that make up the Exposition as a whole will be

(Please turn to page 81)

Onward!

International Milling Co., Minneapolis, Minn. 650

H. A. Johnson Co., Boston, Mass. 458-62; 559-63

Henry Laber & Associates, New York, N.Y. 640-42

Latendorf Conveying Corp., Bayonne, N.J. 502-4; 603-5

Lever Brothers Co., Cambridge, Mass. 151-53

The Lockwood Mfg. Co., Cincinnati, Ohio 508-10

The W. E. Long Co., Chicago, Ill. 181-87

Joe E. Lowe Corp., New York, N.Y. 622-30; 723-31

Magnus Chemical Co., Garwood, N.J. 177-79

Maine Machine Co., Los Angeles, Calif. 634-38; 735-39

Mallet & Company, Pittsburgh, Pa. 773-75

Marathon Corp., Menasha, Wis. 345-49

Master Baker Ovens, Batavia, Ohio 506

Merck & Company, Inc., Rahway, N.J. 171-73

Metalwash Machinery Corp., Irvington, N.J. 512-14

David Michael & Co., Inc. Philadelphia, Pa. 106-8

Middleby-Marshall Oven Co., Chicago, Ill. 526-30; 627-31

Midland Laboratories, Dubuque, Iowa 619

Milprint, Inc., Milwaukee, Wis. 679-83

Nashua Gummed & Coated Paper Co., Nashua, N.H. 780-82

National Bakers Services, Inc., Chicago, Ill. 778

National Bakers Supply House Assn., Chicago, Ill. 471

National Fireproofing Corp., Pittsburgh, Pa. 718-20

National Starch Products Inc., New York, N.Y. 110-12

National Grain-Yeast Corp., Belleville, N.J. 741-43

The Nulomoline Co., New York, N.Y. 105-9

Oakite Products Inc., New York, N.Y. 766-68

Oliver Machinery Co., Grand Rapids, Mich. 700-6

C. J. Patterson Co., Kansas City, Mo. 609

H. Pauk & Sons Mfg. Co., St. Louis, Mo. 708-10

The Petersen Oven Co., Franklin Park, Ill. 266-72; 367-79

Fred D. Pfening Co., Columbus, Ohio 426-30; 527-31

Pillsbury Mills, Inc., Minneapolis, Minn. 713-15

The C. M. Pitt & Sons Co., Baltimore, Md. 612-14

The Procter & Gamble Distributing Co., Cincinnati, Ohio 726-52

Quality Bakers of America, New York, N.Y. 473

Read Machinery Division Standard Stoker, York, Pa. 534-62; 635-63

Red Star Yeast & Products Co., Milwaukee, Wis. 566-68; 667-69

Reeves Pulley Co., Columbus, Ind. 315-17

Republic Stamping & Enameling Co., Canton, Ohio 571

Riegel Paper Corp., New York, N.Y. 414-16

Russell-Miller Milling Co., Minneapolis, Minn. 126

St. Regis Sales Corp., New York, N.Y. 326-30; 427-31

Saniwax Paper Co., Kalamazoo, Mich. 577-79

Schafer's Bakeries, Inc., Detroit, Mich. 644

Sherman Paper Products Co., Newton Upper Falls, Mass. 111-13

J. R. Short Milling Co. Chicago, Ill. D4-D7

Simplex Oil Heating Corp., New York, N.Y. 652-56

Southwestern Baker, Houston, Texas 615

Sparkler Mfg. Co., Mundelein, Ill. 440

A. E. Staley Mfg. Co., Decatur, Ill. 210-12

Standard Brands Inc. (The Fleischmann Div.), New York, N.Y. Stage

Stickelber & Sons, Inc., Kansas City, Mo. 102-4; 203-5

Sutherland Paper Co., Kalamazoo, Mich. 310-14

Swift & Co., Chicago, Ill. C4-C6

G. H. Tennant Co., Minneapolis, Minn. 442-46

Textile Bag Mfg. Assn., Evanston, Ill. 677

Thomson Machine Co., Belleville, N.J. 646-48; 747-49

The Triumph Mfg. Co., Cincinnati, Ohio 250-54

C. E. Twombly Co., Medford, Mass. 611

Union Machinery Co., Joliet, Ill. 256-62; 357-63

Union Steel Products Co., Albion, Mich. 116-30; 217-31

United Board & Carton Corp., Syracuse, N.Y. 206-8

Vanette-Div. Brooks Perkins, Detroit, Mich. 280-82; 381-83

Waukesha Foundry Co., Waukesha, Wis. 717-21

Harry Wender, Inc., New York, N.Y. 370

Wesson Oil & Snowdrift Sales Co., New York, N.Y. 167-69

West Disinfecting Co., Long Island City, N.Y. 758

Winthrop-Stearns, New York, N.Y. 770-72

Exhibitors and Space Allotments On Street Level

<i>Firm and City</i>	<i>Space</i>
Actarc, Inc., Cleveland, Ohio	S-11-19
Advance Oven Co., St. Louis, Mo.	S-15-4
Allis-Chalmers, Milwaukee, Wis.	S-12-5
American Oil & Disinfectant Co., New York, N. Y.	S-14-12
Max Ams — H. Baron Co., New York, N. Y.	S-13-1
Anderson Box & Basket Co., Inc., New York, N. Y.	S-13-7
Associated Folding Box Co., Boston, Mass.	S-11-5
Bakco Products, Chicago, Ill.	S-12-18
Bagby & Co., Evanston, Ill.	S-13-15
Bakers Merchandise Co., Inc., Philadelphia, Pa.	S-14-16
G. C. Bear & Co., Detroit, Mich.	S-15-10
Beatrice Foods Co., Chicago, Ill.	S-8-15
Victor Balata & Textile Belting Co., New York, N. Y.	S-16-18
Beves Co., Los Angeles, Calif.	S-14-19
Adam Black & Sons, Inc., Jersey City, N. J.	S-14-7
G. S. Blodgett Co., Inc., Burlington, Vt.	S-9-11
Boytown Body & Equipment Co., Boyertown, Pa.	S-11-17-18
Otto Braun Bakery Equip. Co., Buffalo, N. Y.	S-17-13
B. H. Bunn Co., Chicago, Ill.	S-16-13
Bush Plastic Cake Ornaments, Chicago, Ill.	S-12-19
Cake Ornaments, Inc., Chicago, Ill.	S-10-12A
California Dried Fruit Research Inst., San Francisco, Calif.	S-9-15
California Fruit Bread, Inc., Los Angeles, Calif.	S-14-9
Vincent Casale & Co., N. Plainfield, N. J.	S-10-1
Cherry-Burrell Corp., Chicago, Ill.	S-13-12
Cling Peach Advisory Board, San Francisco, Calif.	S-11-1
Columbus Show Case Co., Columbus, Ohio	S-12-2
Darnell Corporation, Ltd., Long Beach, Calif.	S-14-10
Decko Mfg. Co., Racine, Wis.	S-16-12
Dobeckmun Co., Cleveland, Ohio	S-13-19
Doughnut Corp. of America, New York, N. Y.	S-17-10 and S-17-17
Doyle Vacuum Cleaner Co., Grand Rapids, Mich.	S-10-2

Diamond Crystal, St. Clair, Mich.	S-15-9
Dukay Pan Greasing Corp., New York, N. Y.	S-11-15
E-Z Bake Co., Kansas City, Mo.	S-8-4A
Federal Yeast Corp., Baltimore, Md.	S-12-1
Fish Equipment Co., Beloit, Wis.	S-13-4
L. A. Fish Engineering Co., Phillipsburg, N. J.	S-12-16
Formed Products Co., New York, N. Y.	S-15-13
Frigid Foods Products, Detroit, Mich.	S-15-8
R. E. Funsten Co., St. Louis, Mo.	S-12-13
Girdler Corp., Louisville, Ky.	S-11-10
Glo-Brite Products, Inc., Chicago, Ill.	S-8-17
Jeff Goldstein Inc., New York, N. Y.	S-9-14
Henry & Henry, Inc., Buffalo, N. Y.	S-15-5
Harvey Paper Products Co., Sturgis, Mich.	S-16-15
Homogenette, Inc., Newark, N. J.	S-13-9
Philip Hornthal Co., Chicago, Ill.	S-8-18
Philip V. Hughes & Sons, Philadelphia, Pa.	S-16-14
Hunter Mfg. Co., Chicago, Ill.	S-13-18
K. W. Paper Products Corp., Brooklyn, N. Y.	S-11-7
Kalamazoo Vegetable Parchment, Kalamazoo, Mich.	S-13-5
I. Kalfus, New York, N. Y.	S-16-19
Krenco Mfgs. and Distrs., Grant City, L. I., N. Y.	S-8-1
Land O'Lakes Creameries, Inc., Minneapolis, Minn.	S-10-19
Lane Mfg. Co., Baltimore, Md.	S-14-13
Lee Metal Products Co., Philipsburg, Pa.	S-10-14
Martin Oven Co., Inc., Rochester, N. Y.	S-9-18
Meyercord Co., Chicago, Ill.	S-14-5
Mill Creek Products Co., Inc., New York, N. Y.	S-13-8
Minneapolis Honeywell Regulating Corp., Philadelphia, Pa.	S-8-14
Minnesota Mining & Mfg. Co., St. Paul, Minn.	S-12-8
The Charles E. Misch Co., New York, N. Y.	S-10-10
Modernistic Tubular Products, Brooklyn, N. Y.	S-8-4
Montpelier Mfg. Co., Montpelier, Ohio	S-13-16 and S-12-15

Exhibitors and Space Allotments on the Boardwalk Level

American Institute of Baking, U. S.
Dept. of Agr. Research 784
The Aluminum Cooking Utensil Co.,
New Kensington, Pa. 616-20
The Alvey-Ferguson Co., Cincinnati,
Ohio 214-16
American Bakers Mach. Co., St.
Louis, Mo. 520-24; 621-25
American Breddo Corp., New York,
N.Y. 676-78
American Dry Milk Institute, Inc.,
Chicago, Ill. 760
American Mach. & Foundry Co.,
New York, N.Y. 134-162; 235-263
American Maize-Products Co., New
York, N.Y. 762-64
Amsco Packaging Mach., Inc., Long
Island, N.Y. 553-57
Anetsberger Brothers, Inc., North-
brook, Ill. 448-56
T. H. Angermeier & Co., New York,
N.Y. 672-74
Anheuser-Busch, Inc., St. Louis,
Mo. 304-8; 405-9
Armour & Co., Chicago, Ill. 477-79
Atlantic Can Co., Delawanna, N.J. 172

Baker Perkins, Inc., Saginaw,
Mich. 334-62; 435-63
The Bakers Digest, Chicago, Ill. 576
Bakers' Helper, Chicago, Ill. 202-4; 303-5
Bakers Review, New York, N.Y. 475
Bakers Weekly, New York, N.Y. 404-6; 505-7
Basic Foods Sales Corp., New York,
N.Y. 273-77
The Bassick Co., Bridgeport, Conn. 776
Battle Creek Bread Wrapping Mach.
Co., Battle Creek, Mich. 166-70; 267-71
The Bettendorf Co., Bettendorf,
Iowa 434-38; 535-39
Better Products Mach. Co., Inc.,
Lynchburg, Va. 513-15
The Birn Co., Newark, N.J. 712-14
G. S. Blakeslee & Co., Chicago, Ill. 316
The Borden Co., New York, N.Y. 209-11
Boston Metal Products, Boston, Mass. 607
H. C. Brill Co., Inc., Newark, N.J. 774

The Century Machine Co.,
Cincinnati, Ohio 218-30; 319-31
Champion Machinery Co., Joliet,
Ill. 366-68; 467-69
Chapman & Smith Co., Chicago,
Ill. 541-43
Chicago Metallic Co., Chicago,
Ill. 318-20
Clark Equipment Co., Battle
Creek, Mich. 180-86; 281-87
W. A. Cleary Corp., New Brunswick,
N.J. 376-78
Clinton Industries, Inc., Clinton, Iowa 101-3
Colborne Manufacturing Co., Chicago,
Ill. 419-25
Commander-Larabee Milling Co.,
Minneapolis, Minn. 374
Confection Machine Sales Co.,
Chicago, Ill. 114
Corn Products Refining Co., New
York, N.Y. 322-24
Crescent Metal Products, Inc.,
Cleveland, Ohio 155-57

The J. H. Day Co., Cincinnati,
Ohio 234-242; 335-343
Despatch Oven Co., Minneapolis,
Minn. 509-11
Divco Corp., Detroit, Mich. D1-D3
The Diversey Corp., Chicago, Ill. 545, 547
Dodge Division-Chrysler Corp.,
Detroit, Mich. 602-10; 703-11
Doughnut Corp. of America, New
York, N.Y. 125-149
Dow Corning Corp., Midland,
Mich. 777-79

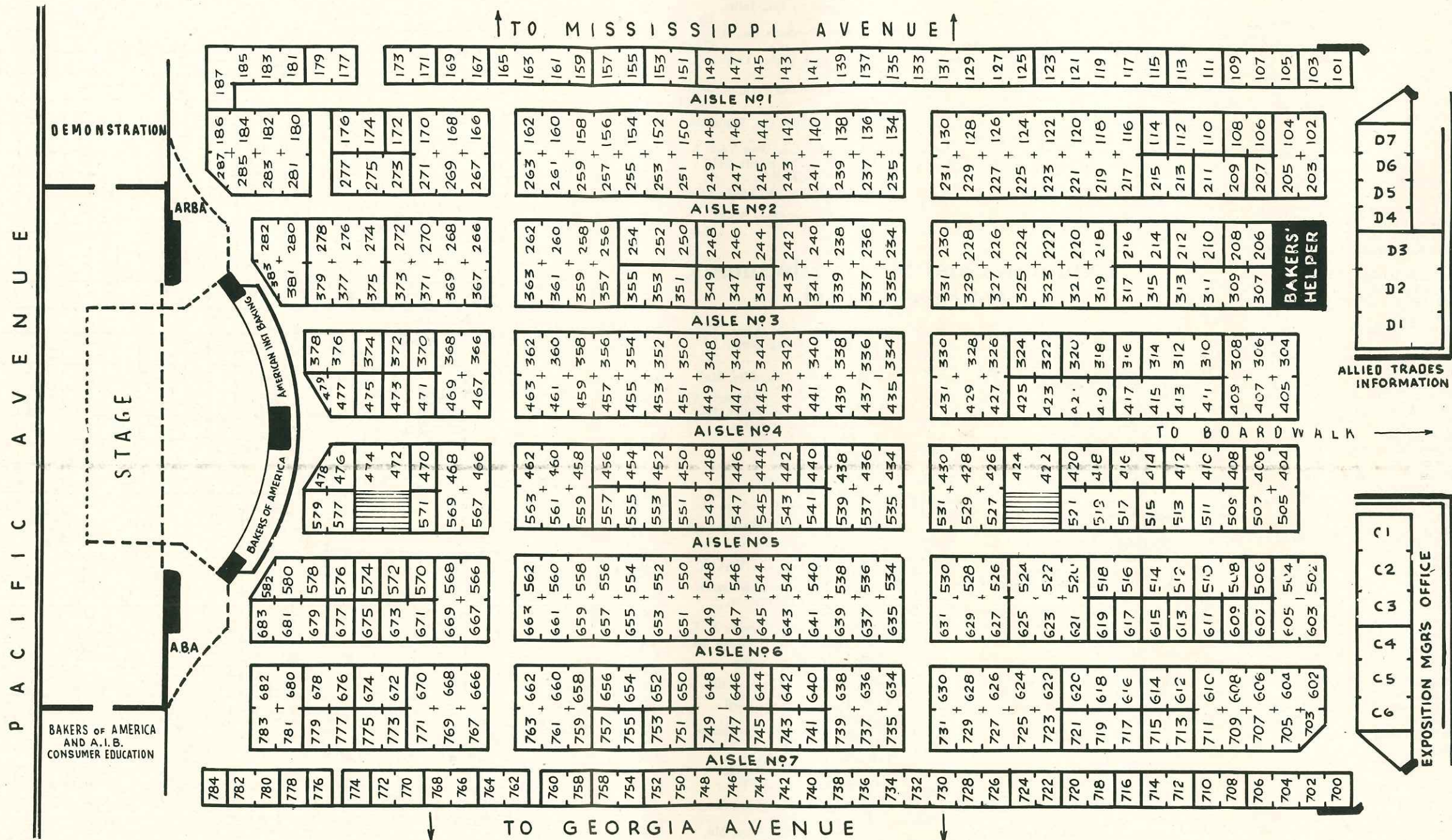
Drehmann Paving & Flooring Co.,
Philadelphia, Pa. 470
E. I. DuPont de Nemours & Co.,
(Cellophane Division), Wilming-
ton, Del. C1-C3
E. I. DuPont de Nemours & Co.,
(Mycoban Division), Wilming-
ton, Del. 671-73
Durkee Famous Foods, Cleveland,
Ohio 244-48
Dutchess Bakers' Machinery Co.,
Inc., Beacon, N.Y. 658-62; 759-63
Ekco Products Co., Chicago, Ill. 418-20
Elmont Mfg. Co., Chicago, Ill. 372

Embosograp Co. of Illinois, Chicago,
Ill. 722-24
Enrichment Products Co., New York,
N.Y. 476-78
C. E. Erickson Co., Inc., Des
Moines, Iowa 207
The Everedy Mach. Co., Inc.,
Philadelphia, Pa. 307-13
Excelsior Engineering Co., New
York, N.Y. 755-57
Fabricon Products, Inc., River
Rouge, Mich. 174-76
Faulds Oven & Equipment Co.,
Chicago, Ill. 570

Federal Refrigeration Co., Milwaukee,
Wis. 716
Fibre Specialty Mfg. Co., Phila-
delphia, Pa. 549-53
The W. J. Fitzpatrick Co.,
Chicago, Ill. 516-18
Ford Motor Co., Dearborn,
Mich. 274-78; 375-79
Globe Products Co., Inc., Brooklyn,
N.Y. 745
General Foods Corp. (Franklin Baker
Div.), Hoboken, N.J. 209-11
General Foods Corp. (Walter Baker

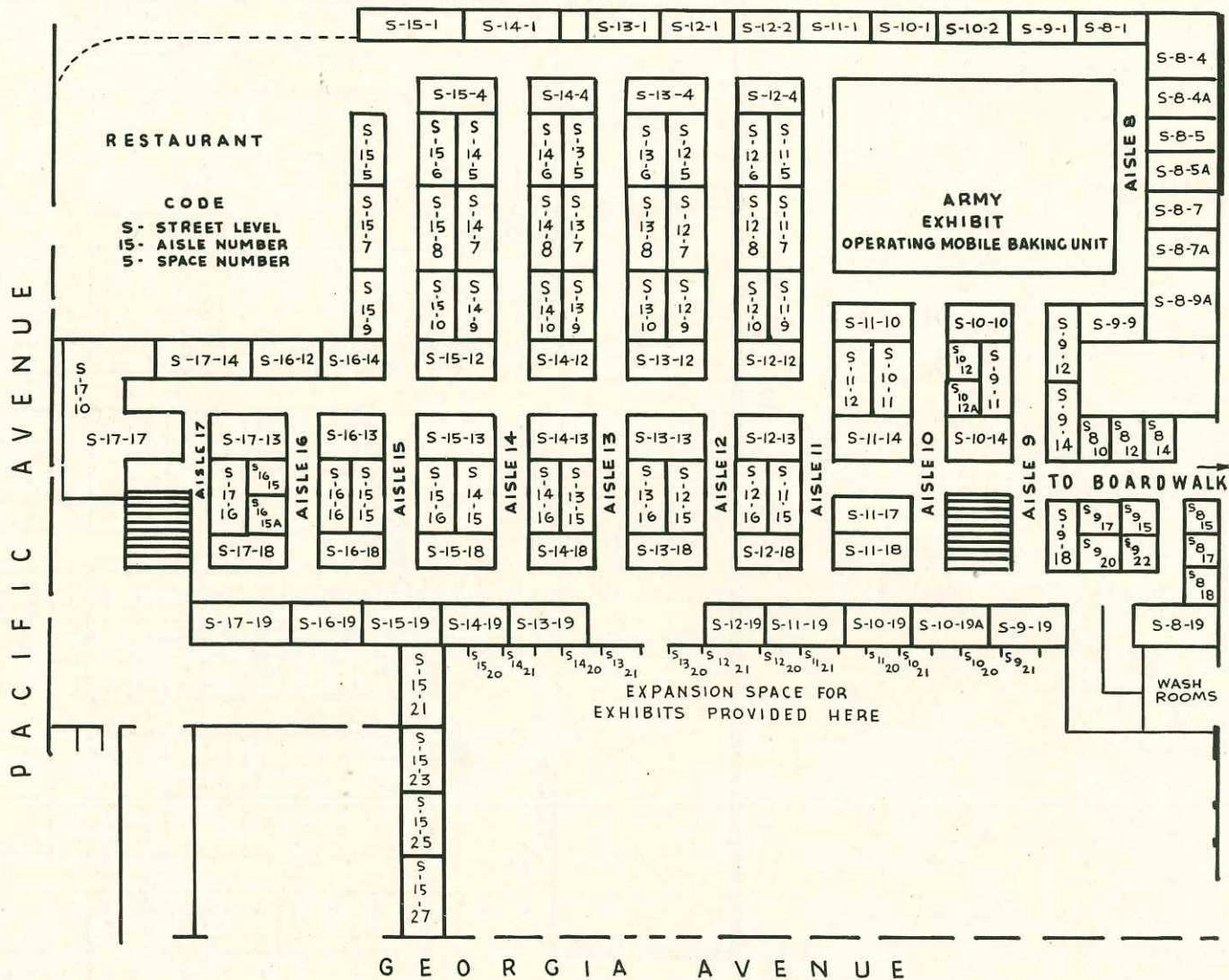
Chocolate & Cocoa Div.),
Dorchester, Mass. 754-56
General Mills, Inc., Minneapolis,
Minn. 466-68; 567-69
General Motors Co. (Chevrolet Motor
Div.), Detroit, Mich. 680-82; 781-83
Gordon Cartons, Inc., Baltimore, Md. 675
J. W. Greer Co., Cambridge, Mass. 411-17
S. Gumpert Co., Inc., Ozone Park,
N.Y. 159-65
Handy Mfg. Co., Chicago, Ill. 574
Hansloy Mfg. Co., Davenport, Iowa. 351
Hayssen Mfg. Co., Sheboygan,
Wis. 666-70; 767-71

The Herman Body Co., St. Louis,
Mo. 578-82
Hinkle Machinery Co., Florin, Pa. 751-3
The Hobart Mfg. Co., Troy, Ohio 517-21
Carl Hornkohl Co., Chicago, Ill. 355
I. D. Company (Fancy Container
Division), New York, N.Y. 617
Imperial Machine Co., Philadelphia,
Pa. 572
Industrial Washing Machine Corp.,
New Brunswick, N.J. 408-12
International Harvester Co., Chicago,
Ill. 115-23



Street Floor Lower Level Plan

MISSISSIPPI AVENUE



GEORGIA AVENUE

Murphy Body Works, Inc.,
Wilson, N. C. S-13-10
National Equipment Co.,
New York, N. Y. S-15-12
National Bundle Tyer, Blissfield,
Mich. S-11-14
National Truck Leasing System,
Chicago, Ill. S-8-10
The New England Box Co.,
Greenfield, Mass. S-9-22
Olson Body Co., Brooklyn, N. Y. S-15-17
Owens-Corning Fiberglass Corp.,
Toledo, Ohio S-13-6
Pan American Foods, New York,
N. Y. S-17-18
Pollock Paper Corp., Dallas, Tex. S-15-7
Rapids Standard Co., Inc., Grand
Rapids, Mich. S-15-2
Rex Novelty Co., Bronx, N. Y. S-15-6
Sausville & Sons, New York, N. Y. S-8-5A
C. Schmidt & Co., Cincinnati,
Ohio S-8-7A

Edwin J. Schoettle Co., Philadelphia,
Pa. S-8-12
Ad. Seidel & Son, Inc., Chicago, Ill. S-10-12
Service Caster and Truck Corp.,
Albion, Mich. S-12-6
Shane Uniform Co., Inc., Evansville,
Ind. S-8-7
Smaydall Mfg. Co., Cleveland, Ohio S-14-18
Stein Hall Co., New York, N. Y. S-10-19A
Wilbur Suchard Chocolate Co., Inc.,
Lititz, Pa. S-9-1
Sylvania Div., American Viscose Corp.,
New York, N. Y. S-17-14
Time Saver Body Co., Detroit, Mich. S-14-18
Tote System, Inc., Beatrice, Nebr. S-15-1
Tri-Clover Machine Co., Kenosha,
Wis. S-9-12
The Unger Co., Cleveland, Ohio S-14-6
U. S. Electrical Motors, Inc., Los
Angeles, Calif. S-12-12
U. S. Gasket Co., Camden, N. J. S-16-15A
U. S. Hoffman Machinery Corp.,
New York, N. Y. S-9-19

Universal Oven Co., Inc., New York,
N. Y. S-17-19
Ward Motor Vehicle Co., Mt. Vernon,
N. Y. S-11-12; S-10-11
Harry Wechsler, Inc., Brooklyn,
N. Y. S-17-16
Werner-Lehara Machine Sales,
New York, N. Y. S-11-9
West Coast Supply Co., Los Angeles,
Calif. S-9-20
Western Condensing Co., Appleton,
Wis. S-8-5
R. C. Williams & Co., Inc., New York,
N. Y. S-15-18
Willmark Corp., Long Island City,
N. Y. S-12-4
Wilson & Co., Chicago, Ill. S-14-4
Chas. H. Wissemann Co., Richmond
Hill, N. Y. S-13-13
Wilton School of Cake Decorating,
Chicago, Ill. S-9-9
Zira, Inc., Olean, N. Y. S-12-10

such as are in the best interests of all participants, both those in attendance at and those who are exhibiting in the 1949 Baking Industry Exposition. The general nature of each exhibit shall be — a dignified showing of products and services believed to have direct merit for the baking industry; — such as provide spaciousness and a general view of the whole Exposition with products, advertising, decorations and all other items arranged harmoniously.

The Exposition in both its planning and execution stages is and will be guided by a Management Committee composed of representatives of American Bakers Association and of the Bakery Equipment Manufacturers Association. The Management Committee is composed of the following: American Bakers Association's representatives include Gerard R. Williams, Committee Chairman; E. E. Kelley, Jr., E. K. Quigg, with ABA Chairman H. W. Zinsmaster, and ABA President Arthur Vos, Jr., as ex-officio members. and Tom Smith, ABA Secretary as Committee Secretary and Treasurer. Bakery Equipment Manufacturer's Association representatives include Claud Bryson, Committee Vice-Chairman; W. Clark Dean and Charles L. Russell, members; with Ben Littman and John E. Morrill as Alternates; and BEMA President, Carl Steinhauer, an ex-officio member, Raymond J. Walter, BEMA Executive Secretary, Associate Committee Secretary.



Gerard R. Williams

"No baker can afford to miss the coming Exposition for the baking industry and Convention of the ABA to be held in Atlantic City beginning October 14.

"Machinery manufacturers have done a splendid job of streamlining and modernizing and redesigning bakery equipment in order to put bakers in a position to compete for their share of the post war food market in this country.

"Everybody knows that we are in for the stiffest kind of competition from every possible direction. Every baker who attends this Exposition and Convention and keeps his eyes and ears open cannot miss getting an education in modern methods of baking, packaging and merchandising bakery products.

"You can't afford to miss it."

Gerard R. Williams, President
Williams Baking Company, Inc.
Scranton, Pa.

I cannot too strenuously urge you to plan definitely to attend this gigantic event. You will most certainly profit from your experiences gathered there and enjoy renewing your acquaintance with old friends.

Never before have you had the opportunity to view the advances in the baking world from one easily accessible location and never before has there been an exposition of such scope. Actually, the estimated value of the exhibit will top \$2,000,000.00 and, if time and energies were to be considered, the overall figure would triple that.

Over 200 individual manufacturers and suppliers will exhibit their latest developments in materials, methods, and equipment. All this plus those staunchly established products you know so well. All this for you, your key personnel, and your associates to see and study. You'll never forget it and your family will gain a whole new concept of the Industry for having had the opportunity to see it for themselves. Why not recheck your plans to make sure that they attend.

On behalf of the membership of the Bakery Equipment Manufacturers Association it is my privilege to extend to you again our Association's most cordial invitation to attend the 1949 Baking Industry Exposition and American Bakers Association Convention, October 15—20. We will look forward to the opportunity of welcoming each one of you and sincerely hope you will enjoy the Exhibition and your Atlantic City interlude.

C. W. Steinhauer, President
Bakery Equipment Mfrs. Ass'n.



C. W. Steinhauer

"THE BIG EVENT"

The 1949 Baking Industry Exposition will be the largest such exhibition of machinery, equipment, ingredients, etc. used by bakers ever held in the United States, if not in the world.

The Exposition will open at 10:00 AM, Saturday, October 15th, (Eastern Standard Time). A brief opening ceremony is scheduled for 10:30 AM. The Exposition will remain open on Saturday until 6:00 PM. (The closing time on all other days will be 5:30 PM.)

The exposition will open at 12:00 Noon, Sunday, October 16th, and re-

main open until 5:30 PM (rather than 6:00 PM as previously announced.)

The final Exposition closing will be Thursday, October 20th, 5:30 PM. (If an earlier closing time is determined by the exhibitors, the decision will be made in keeping with the attendance.)

EXPOSITION HOURS

Day	Date	Opens	Closes
Saturday	Oct. 15	10:00 AM	6:00 PM
Sunday	Oct. 16	12: Noon	5:30 PM
Monday	Oct. 17	1:00 PM	5:30 PM
Tuesday	Oct. 18	9:00 AM	5:30 PM
Wednesday	Oct. 19	9:00 AM	5:30 PM
Thursday	Oct. 20	9:00 AM	5:30 PM

Association Exhibits

Activities and services in behalf of their members and of the four billion dollar Baking Industry, will be visually exhibited at the Exposition. These exhibits will be on the Boardwalk Floor in front of and near the stage on the stairways.

Just in front of the Convention Hall stage will be exhibits of the American Institute of Baking and the Bakers of America Program.

The American Institute of Baking exhibit will cover all of its many services to bakers and to the industry. The

value of truck body insulation in combating rapid staling of bakery products subjected to the cold in winter is demonstrated jointly by the American Institute of Baking and the United States Department of Agriculture in Space No. 784 on aisle 7. The American Institute of Baking will feature a model of its new building in an ex-

ABA Members; Governors and Executive Committee Meeting

The ABA Executive Committee and the Board of Governors of American Bakers Association will meet in Atlantic City, Saturday, October 15th, to conduct such official business as is usual at their annual meetings. Part of Monday morning, October 17th, general session will be the Annual meeting of ABA members.

Onward!

hibit located at the stage end of aisle 3. A graphic presentation of the work of the major departments of the Institute has been prepared. The exhibit points out the area of operation for each department in the new building. A brochure which describes the activities of the Institute will be given to all registrants. The Bakers of America Program, in its space in front of the stage will present a thumb-nail sketch of its six-point functions. The complete Bakers of America Program will be shown in Parlor A, a wing to the left of the stage.

Associated Retail Bakers of America's exhibit will be to the right as you face the stage. This exhibit will portray the many positions the retail baker must fill in serving the consumer and how ARBA can help him do it.

American Bakers Association exhibit will be to the left as you face the stage. This exhibit will feature the activities and services of this national association through both its Chicago headquarters and through its Washington offices — showing the organization, services and membership participation in activities — all "in the public interest."

The exhibit will also show how these activities could be enlarged if more bakers joined the (Membership) team.

The Bakery Equipment Manufacturers Association will have a display showing their services and activities of interest and value to bakery machinery manufacturers and to the baking industry. This group will occupy space units 422 and 424 on Aisle 4 (stair entrances are on Aisle 5).

Many leaders in our industry are of the firm conviction that too few bakers and allied people freely realize the functions which our Association and Industry groups perform, or the extent to which their activities affect individual companies. From this lack of knowledge of what assistance is available to them some members of our industry pass by the benefits otherwise available to them. Plan to visit all the industry and association exhibits at the October exposition and make sure that you are fully aware of the benefits available to you.

Interesting U. S. Government exhibits, notably including, in chart form, the information contained in the 1947 Census of Manufacturers, will be shown in space units 472 and 474. These spaces are on Aisle 4.

Because the applications for space exceeded that available on the Board-

walk Floor, the Street Floor — reached by stairs from the Boardwalk Floor — was opened.

Over one hundred firms now plan exhibits on the Street Floor in addition to the 153 firms that will exhibit on the Boardwalk Floor.

A restaurant will be operating on this floor so it will not be necessary to leave the Auditorium for lunch unless Exposition attendants want to do so.

ABA House to House Session

The Baked Foods Display and Exhibit of advertising material, sales promotion material and route salesmen's equipment will be conducted in Room 15, on the second floor of the Auditorium from 1:30 to 5:30 p.m., Monday, Oct. 17.

Samples on display are to be viewed only from 1:30 to 4:30 p.m. After 4:30 p.m. samples of baked foods may

The restaurant will also be a convenient place to meet, visit and rest with friends.

Another important feature of the Street Floor will be the operating Mobile Army Bakery unit. Bread will be baked in this unit each day.

The exhibits on the Street Floor will augment and enhance the Boardwalk showing — and add much to the "Big Event."

be opened and examined but cannot be taken from the baked foods display before 5:00 p.m. All other materials on exhibition must not be taken, because each must be returned to the exhibitor.

The committee in charge includes John Hagy, Philadelphia, Pa., chairman; Elmer Cline, New York, N. Y., assistant chairman, and Duane Rice, Baltimore, Md., assistant chairman.

Bakers of America Program

Up the ramp and thru the theatrical marquee to the left of the stage, Parlor "A", visitors to the 1949 Baking Industry Exposition will see an interesting presentation of the "Bakers of America Program" for 1950.

In addition to the exhibit in Parlor "A", a preview of the "Bakers of America Program" will be given in the space unit in front of the Auditorium stage.

Representatives will be in attendance in Parlor "A" to explain each department and its functions in the overall program. A review of this kind is considered imperative to a thorough appreciation of the job which is being done for the baking industry — and for everyone whose future depends upon commercial baking.

Consumer Advertising, Public Relations, Publicity, Consumer Education, Test Kitchen and Field Service — all

the forces welded together "to change the eating habits of 145,000,000 people, by instilling in them a proper appreciation of commercially baked foods" will be portrayed in Parlor "A".

Separate campaigns for various categories of bakery foods is bound to meet with an enthusiastic response from bakers. This is the new approach in Consumer Advertising. The copy treatment and art work are revolutionary. They have already caused considerable comment. While this completely visual phase of the promotion is the most apparent and easily recognized, it will not overshadow the work of the other departments. All departments will continue to dovetail together to play their important roles in presenting, for the industry, a united front to adverse opinions about bakery foods and competition from other food industries.

Exhibitors Are Going "All Out"

"Reports from machinery and oven manufacturers, ingredient makers and bakery suppliers of all kinds indicate that exhibitors are going "all out" to provide you with entertainment and displays which merit your attendance to the 1949 Baking Industry Exposition.

"Engineers and representatives from each manufacturer will be on hand to show you the latest developments in modern production equipment.

"Take your wife, sons and daughters, as well as your key production men to Atlantic City. You will see under one

roof — The Atlantic City Auditorium — some thing new that will make the trip worthwhile financially. Atlantic City is an ideal vacation playground where you can relax a few days and exchange ideas with visiting bakers from all over the United States, Canada, England and other countries.

"You simply cannot afford to miss the October Exhibition. It will be outstanding in every respect."

Claud Bryson, Vice Chairman
1949 Baking Industry Exposition

Onward!

Demonstrations

Saturday, October 15

Personnel

Geo. T. Carlin — Coordinator
Swift & Co., Chicago

A. W. Lantz — Commentator
Lantz Bros. Bkry., St. Louis, Mo.

11:00 a.m. **CAKE BATTERS**

Bernard R. Kramer, Procter & Gamble, Cincinnati; Henry Montminy, Lever Brothers, Cambridge, Mass.; Orville Pickens, Wilson & Company, Chicago.

2:00 p.m. **SWEET YEAST RAISED GOODS**
DANISH COFFEE CAKE

Charles Barthel, National Yeast Corp., Chicago; A. J. Forsman, Red Star Yeast & Prod. Co., Milwaukee, Wis.; Walter Gerlach, Anheuser-Busch, Inc., St. Louis, Mo.; Ray Thelen, Standard Brands Inc., N. Y.

4:00 p.m. **ICINGS AND TOPPINGS**

Tom Freer, General Mills, Minneapolis; Orville Pickens, Wilson & Company, Chicago; Alvin W. Rychlink, Mallet & Company, Pittsburgh, Pa.; M. J. Thomas, Swift & Company, Chicago.

Sunday, October 16

C. A. McDuffee — Coordinator
American Dry Milk Institute, Chicago

2:00 p.m. to

4:00 p.m. **VARIETY BREAD AND ROLLS**

Jack DeVanney, International Milling Co., Minneapolis; Wm. Kent, Anheuser-Busch, Inc., St. Louis, Mo.; Wm. Richards, Russell-Miller Milling Co., Minneapolis; Ed. Siewert, General Mills, Minneapolis; J. A. Silva, Jr., Am. Dry Milk Inst., Chicago.

Monday, October 17

Frank Schwain — Coordinator
Procter & Gamble, Cincinnati

2:00 p.m. **LAYER CAKES**

CHOCOLATE, WHITE AND GOLD

Walter Gerlach, Anheuser-Busch, Inc., St. Louis, Mo.; Frank Helmers, Wesson Oil & Snowdrift Sales Co., New York; Louis A. Weideman, Procter & Gamble, Cincinnati.

3:00 p.m. **POUND CAKE AND FRUIT CAKE**

Tom Freer, General Mills, Inc., Minneapolis; Harry Vernon, Swift & Co., Chicago.

4:00 p.m. **VARIETY CAKE ICINGS**

Cleve Carney, Chapman & Smith Company, Chicago; C. Den Dooven, H. A. Johnson Co., Boston; A. W. Rychlink, Mallet & Co., Pittsburgh.

Tuesday, October 18

R. L. Lloyd — Coordinator
American Maize Products Company, New York

10:00 a.m. **PIES, INCLUDING FROZEN**

W. E. Carman, American Maize Products Company, New York; Fred Wheeler, Armour & Company, Chicago.

11:00 a.m. **WHIPPED CREAM AND**
ICE CREAM TYPE CAKES

F. G. Jungewaelter, Associated Retail Bakers of America, Chicago; M. J. Thomas, Swift & Co., Chicago.

COOKIES, VARIETY BENCH, WIRE CUT
AND BAG (Demonstrations to follow Retail Branch Session in late afternoon)

Dan Casey, General Mills, Inc., Minneapolis; Walter Schuchardt, Associated Retail Bakers of America, Chicago.

Wednesday, October 19

Ray Thelen — Coordinator
Standard Brands, Inc., New York

9:00 a.m. **FOAM TYPE CAKES**

Orville Pickens, Wilson & Co., Chicago.

CAKE DECORATING

Eric Loblenz, Swift & Company, Chicago; McKinley Wilton, Wilton School of Decorating, Chicago; Norman Wilton, Wilton School of Decorating, Chicago.

Thursday, October 20

Carl Barthel — Coordinator
National Yeast Corporation, Chicago

10:00 a.m. **SWEET YEAST GOODS — DANISH PASTRY; PUFF PASTRY; TOPPINGS AND ICINGS**

L. A. Allsen, Swift & Company, Pittsburgh; Paul H. Busse, Anheuser-Busch, Inc., St. Louis, Mo.; Richard T. Kopp, Durkee Famous Foods Co., Cleveland; Eric Loblenz, Swift & Company, Chicago.

Reflects Unity of All Segments



Albert E. Wiehn

"The experience of years in business tells us we cannot control the laws of economics. To survive in bad times, to prosper in good times, depends upon our attitude and the adjustment we make to meet changing business conditions.

"Basically, our business problem is always more 'mental' than it is one of economics. The period ahead is difficult to forecast — but we can face it courageously providing our attitude is right.

"To condition ourselves for any eventualities we should take full advantage of the opportunities that will be provided at the Baking Industry Exposition in Atlantic City.

"Here we will be able to plan and act together for the good of the industry, see and acquire knowledge of the latest developments that research, engineering and science have brought about for the improvement of our products and our operations. Here we will get the proper attitude for what is ahead.

"This exposition, too, will mean more to us than any other since it will reflect the unity of all segments of Baking.

"I am sure that we will be rewarded for our participation by a complete new outlook, a versatile attitude, a feeling of strength bred by unity and a spirit of optimism and inspiration so aptly described in the words — Onward with Service."

Albert E. Wiehn, President,
Associated Retail Bakers of America

Onward!

Entertainment Highlights at Atlantic City

WHEN the 1949 Baking Industry Exposition and ABA Convention draws to a close on the afternoon of October 20, the average visitor, footsore and weary, will probably wish he had another set of feet and a photographic memory. From early in the morning until far into the night there will be things to do and old friends to do them with. Certainly there will be no lack of entertainment.

The Convention Entertainment Committee has been hard at work seeing that the Atlantic City visitors will find time to relax and enjoy themselves between attending meetings and studying the exhibits. Chairman John Hagy says, "We neighbors to Atlantic City are looking forward with great interest and enthusiasm to the on-coming American Bakers Association Convention. We have had an opportunity to observe and through contact to form an

opinion that this exhibition be supported by every individual baker, large or small. There is something in this package to enlighten us all towards a more constructive and progressive industry . . . ONWARD! Business, enjoyment and good health are what you will gain by attending the 1949 American Bakers Association Convention."

Social festivities will get under way with the holding of the President's Reception on Sunday, October 16th from 5 to 7 p.m. at the entrance to and in the Grand Ballroom of the Atlantic City Auditorium. ABA President Arthur Vos, Jr.; Harry Zinsmaster, ABA Chairman; BEMA President Carl Steinhauer; Exposition Committee Chairman Gerard R. Williams; Claud Bryson, committee vice chairman, and all the members of the committee will be on hand to greet the conventioners.

On Monday evening a variety show

will be presented at the Warner Theatre on the Boardwalk. Robert Merrill, Opera Company and radio star, will be featured in the show, which will also include several singing groups, a ballroom dance team and the Philadelphia LaScala Opera Ballet, with a chorus of 16 and a principal ballerina.

The Annual Dinner Dance will be held Wednesday evening at the Auditorium. Steak is on the menu and music for after-dinner dancing will be supplied by Howard Lanin's 25-piece orchestra.

In addition to the affairs planned especially for the conventioners, there will, of course, be Atlantic City's regular entertainment bill of fare. Four motion picture theatres on the Boardwalk will be open during the Exposition and the usual run of night clubs will be catering to those seeking after-dark diversion.



The gentleman with the soulful look is the male half of the Le Shonnes dance team.



This young lady, Jean Carroll by name, will collect whistles along with her salary.

Onward!



"The Eight Ambassadors," one of America's finest male octets, will sing out at the giant variety show Monday evening.



Balletphiles can kick up their heels in vicarious joy as Lucia Sandos goes into her dance in La Scala Co.'s ballet.

ALL STAR VARIETY SHOW

Robert Merrill, Opera Company star, will be on hand to lend his fine baritone to the evening's two-hour vaudeville show.



The Corps De Ballet of the La Scala Opera Co. with its chorus of sixteen is rated one of country's best ballet groups.



Onward!

Special Trains Chartered for Exposition-Convention

Special railroad trains and cars from all parts of the country will bring hundreds of bakers and others from many allied fields to the Big Event of 1949 — the Baking Industry Exposition and the convention of the American Bakers Association.

Latest official figures from the housing bureau in Atlantic City indicate that advance hotel reservations have passed the 4,000 mark, and many of these will be on specials from coast to coast.

Slated to be one of the largest will be a "Bakers Special" scheduled to leave Chicago, Friday afternoon, October 14, and arrive in Atlantic City the next morning, according to Louise K. Buell, manager, Bakers Club of Chicago, and secretary of the 1949 Baking Industry Transportation committee. This train will be on the Pennsylvania R. R.

Already more than 100 reservations have been made for this train, and a special letter has been mailed to more than 5,000 representatives of the baking industry who will pass through Chicago on the way to the exposition and convention.

E. C. Fleischmann of Standard Brands, San Francisco, who is aiding in the organization of specials from the West Coast reports that a large delegation of bakers will leave San Francisco the morning of October 12 on the "California Zephyr" arriving in Chicago Friday, October 14, and will join the "Bakers Special" leaving the Windy City that day.

Other special cars from Los Angeles and Portland to handle Southern California and Pacific Northwest conventioners are also being planned, Mr. Fleischmann reported, and these too, are expected to join the "Bakers Special" out of Chicago.

About 25 Pacific Northwest bakers are expected to leave Seattle in a special car and make connections with the special train leaving Chicago October 14, according to H. J. Brodbeck, Bro-lite Co., Seattle.

A "Missouri Special" will leave St. Louis the afternoon of October 14 arriving in Atlantic City the next morning. John J. McCarthy, Standard Brands, Inc., St. Louis, is in charge of the train and is handling all reservation details.

Three or more special cars will carry the Texas delegation from Dallas to St. Louis thence to Atlantic City. It is

planned to join the Lone Star State's cars with those from Oklahoma, Arkansas, Kansas, and Missouri to make a complete train to the New Jersey resort.

The New England Association, too, has a special planned from Boston to New York to carry its delegation to the exposition. Headquarters for the New England Association will be at the Hotel Shelburne.

Allied Trades To Act As Service Organization

Mr. J. U. Lemmon, Jr. president of the Allied Trades of the Baking Industry, has announced that the ATBI has agreed to act as the service organization for the Baking Industry Exposition in Atlantic City, October 15-20, 1949. In response to a request from Mr. Arthur Vos, president of the American Bakers Association, Mr. Lemmon has pledged the complete co-operation and support of both the Allied Trades' national membership and affiliated regional and local groups to the huge undertaking.

Specific and major services to be rendered by Allied Tradesmen at the Exposition will include the following:

1. Setting up and staffing a General Information Desk at the main entrance of the Convention Hall.
2. Setting up and staffing an Information Service for the exhibit floors.
3. Providing usher service for Con-

ference Room meetings, Branch meetings and the Dinner Dance.

4. Staffing the American Institute of Baking Exhibit to provide information on the new AIB building and to solicit AIB membership.
5. Reception service for the President's Reception, Special Trains, Guest Speakers, etc.

Mr. Lemmon reports that he has already appointed Mr. Frank Torrens as general chairman of the Service Organization and that chairmen for the five services listed above will be named in the near future. Next step will be assignment of sufficient Allied Trades manpower to each task in order to assure smooth handling of the huge and questioning crowds that are expected.

Although the job is a big one, Mr. Lemmon feels that the organization he heads is peculiarly well qualified, by its past experience at conventions, and its overall nationwide contacts in the Baking Industry, to handle it.

Fleischmann Film To Be Televised

The cake decorating film, "Holiday Happiness," of the Fleischmann Division, Standard Brands Inc., has been scheduled for nationwide distribution by the American Broadcasting Company and will have its premiere television showing from Philadelphia during the Convention.

Immediately preceding the showings an announcer will refer to the great gathering of bakers in Atlantic City and will tell of the time and effort the baker devotes to products for the housewife. Reference will also be made to the housewife's savings when she "Buys it Baked!"

1949 Baking Industry Convention

Program Committee Chairmen

Arthur Vos, Jr., president
American Bakers Association

Harry W. Zinsmaster, chairman
American Bakers Association

Tom Smith, secretary-treasurer
American Bakers Association

Gerard R. Williams, chairman
1949 Exposition Committee

John Hagy, chairman
Entertainment Committee

Walter Hopkins, director
Bakers of America Program

Joseph P. Lee, chairman
AIB Exhibit Committee

Albert Wiehn, president
Associated Retail Bakers of America

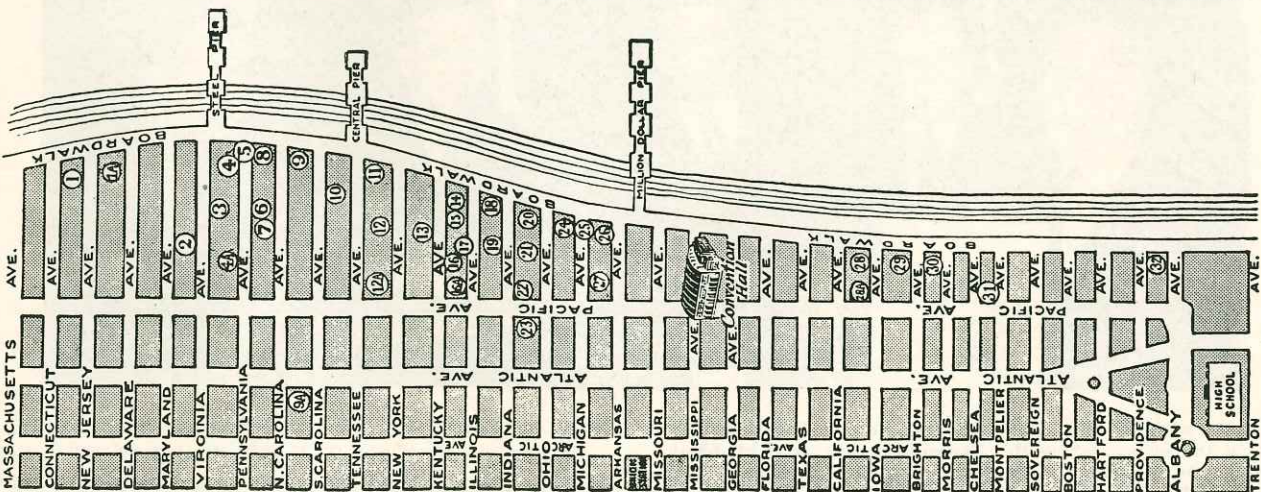
Glen E. Hargrave, 2nd vice pres.
American Society Bakery Engineers

Carl Steinhauer, president
Bakery Engineers Manufacturers Association

Louis E. Caster, chairman and president
American Institute of Baking

Onward!

ATLANTIC CITY



Atlantic City's streets are 13 blocks to the mile instead of the usual 8.

HOTEL RATES --- October 15-20, 1949

1949 BAKING INDUSTRY EXPOSITION

Convention Hall - Atlantic City, N. J.

BOARDWALK HOTELS						
Key No. HOTELS	Total Rooms	Rooms with Bath Single	Double	Two Rooms -- 2 Persons	One Bath 3 Persons	Room and Parlor Single Double
29-Ambassador	670	6.00 - 11.00	9.00 - 14.00	12.00	16.00 - 25.00	20.00 - 26.00
Apollo	51	4.00 - 6.00	6.00 - 10.00		12.00 - 13.00	14.00
1-Breakers	475	4.00 - 7.00	5.00 - 12.00		8.50 - 18.00	20.00
19-Brighton	291	6.00 - 10.00	8.00 - 14.00		18.00	22.00
8-9-Chalfonte-Haddon Hall	1000	6.00 - 10.00	8.00 - 18.00			18.00 - 28.00
30-Chelsea	400	5.25 - 6.75	6.75 - 15.00		15.00	20.00 - 34.00
20-Claridge	406	6.00 - 14.00	9.00 - 17.00			21.00 - 28.50
25-Dennis	475	6.00 - 8.00	9.00 - 16.00		15.00	27.00
24-Marlborough-Blenheim	464	6.00 - 10.00	9.00 - 16.00	13.00 - 18.00	15.00 - 21.00	27.00 - 36.00
11-Mayflower	280	5.00 - 6.00	7.00 - 12.00		12.00 - 13.00	14.00 - 18.00
New Belmont	100	4.00 - 5.00	6.00 - 10.00		12.00 - 14.00	13.00 - 16.00
32-President	500	5.00 - 10.00	8.00 - 14.00			13.00 - 24.00
28-Ritz-Carlton	431	6.00 - 8.00	9.00 - 14.00		20.00	25.00 - 30.00
1A-St. Charles	300	5.00 - 12.00	7.00 - 14.00	10.00 - 14.00	12.00 - 16.00	14.00 - 18.00
4-Seaside	235	5.00 - 9.00	8.00 - 12.00			26.00
26-Shelburne	300	6.00 - 16.00	9.00 - 18.00			
5-Strand	271	4.50 - 6.00	9.00 - 12.00		14.00 - 18.00	18.00 - 20.00
18-Traymore	600	6.00 - 14.00	8.00 - 18.00			16.00 - 40.00

AVENUE HOTELS						
Key No. HOTELS	Total Rooms	Rooms with Bath Single	Double	Two Rooms -- 2 Persons	One Bath 3 Persons	Rooms without Bath Single Double
13A-Boscobel	120	8.00	8.00		12.00 - 14.00	3.00 5.00
Clarendon	100	5.00 - 6.00	7.00		12.00	3.50 5.00
6-Colton Manor	208	5.00 - 9.00	7.00 - 12.00			5.00
12A-Columbus	100	6.00	6.00		12.00	5.00
22-Crillon	49	8.00 - 10.00				
23-Eastbourne	75	7.50 - 8.00				
12-Flanders	125	5.00	7.00 - 9.00		14.00 - 16.00	3.00 - 3.50 5.00 - 6.00
28A-Fox Manor Hotel	60	8.00 - 10.00			12.00 - 15.00	4.00 6.00
4A-Holmshurst	100	7.00 - 8.00			14.00	3.00 4.00
15-Jefferson	150	6.00	7.00 - 10.00		12.00 - 20.00	4.00 - 6.00
16-Kentucky	110	3.50	6.00 - 7.00		10.00	2.00 - 2.50 4.00 - 5.00
7-Lafayette	100	5.00 - 6.00	8.00 - 10.00		18.00	4.00 7.00 - 8.00
Lexington	100	6.00	6.50 - 8.50	10.00	12.00 - 14.00	3.00 - 4.00 4.50 - 6.50
17-Madison	210	4.50 - 6.00	7.00 - 10.00		14.00 - 18.00	
13-Monticello	175	7.00			11.00 - 14.00	2.00 - 3.00 3.50 - 5.00
3-Morton	300	5.00 - 7.00	7.00 - 10.00		12.00 - 14.00	
9A-Penn-Atlantic	125	7.00				3.00 - 4.00 5.00 - 6.00
21-Runnymede	75	4.00 - 7.50	6.00 - 10.00		3.00 - 4.50	5.00 - 7.00
10-Senator	260	4.50 - 7.00	7.00 - 12.00	10.00	15.00	16.00 - 18.00
14-Sterling	83	4.00 - 5.00	6.00 - 7.00		10.00 - 12.00	12.00 - 14.00
31-Villa D'Este	40	5.00 - 6.00	8.00 - 9.00		13.00 - 14.00	2.00 - 3.00 4.00 - 5.00

* Rate Includes Breakfast The above rates are subject to 3% Municipal Tax (See reverse side for Application for Hotel Accommodations)

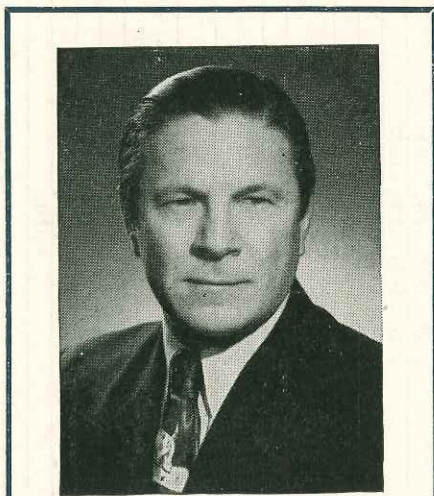
Onward!

Make the Bakers' Helper Booth Your Headquarters

THROUGHOUT the preceding pages you've read a resume of what you can expect at the 1949 Baking Industry Exposition. You've read the various Exposition Committee members voice their opinions of the big event. The opinions of these men, regarding their value to you, are significant because they have an intimate knowledge of this forthcoming affair. All that we at BAKERS' HELPER can add is that it will be the greatest show of its kind ever held in the world.

In these days of increased competition, improved production and selling methods will be emphasized. A production manager or sales manager can not afford to stop learning. The Atlantic City Exposition affords a better opportunity to advance your education than you will get in a long time.

Whether you are a small retail baker or a large chain operator, there will be hundreds of things to inform and interest you. This will be an education in itself since such a large concentration of manufacturer's representatives and engineers is available under one roof to tell and show you the latest develop-



W. E. "Bill" Broeg, internationally known authority on bakery production, consultant, author and contributing editor of BAKERS' HELPER, will be present at Booth 202-204, 303-305, to discuss your bakery problems with you.

ments in modern production equipment; demonstrators to tell and show you the most effective way to handle formulas for all types of baked foods.

BAKERS' HELPER will be on hand to welcome you at the Exposition, booth numbers, 202-204 and 303-305. You are invited to make your headquarters with us — to have your friends meet you there. Members of the staff are anxious to be of service.

Bring your bakery problems to us!

Bill Broeg, for many years a member of BAKERS' HELPER contributing editorial staff, will be there to discuss these problems with you. Mr. Broeg is internationally famous for his intimate knowledge of the industry. His everyday experiences in bakeries throughout the country give him practical knowledge which can not be obtained any other way.

To live up to the name, BAKERS' HELPER, we want to be of service to you. We'll be happy to tell you how we can be of more service to you than ever before. But most of all, we want to meet you. We'll be seeing you at Booth 202-204 and 303-305.

Let the Bakers' Helper Staff Help You



One or more of these staff members of BAKERS' HELPER will be present in the booth during the Exposition: Left to right, front row: Walter N. Clissold, eastern editor; Harold E. Snyder, editor; Robert E. Hill, circulation manager; Paul E. Clissold, president; George W. Breyer, business manager; Top row: N. R. Swartwout,

advertising; Charles A. Barnes, advertising; Frank J. Wenter, Advertising; Lester K. Slama, production; Paul A. Meline, associate editor; R. T. Risley, advertising. This is in addition to Mr. Broeg and Louis A. Kennedy, associate editor, not included in the photo.

Onward!